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ABSTRACT OF THE DISCLOSURE

Disclosed is a service identification tag for being used in accessing an information transmission server on the Internet. The tag is formed combining an exclusive graphic pattern that can be recognized by a human, and an identification code that can be read by a reading unit. Also disclosed is a communications system having: a service server provided with an identification code/URL conversion table; an information transmission server provided with an information storage; and a terminal unit that is connected through a radio or wire communication network to the information transmission server, the terminal unit having a function for communicating with a Web server. The terminal unit makes a unique link to the service server, reads the identification code from a service identification tag, sends the identification code to the service server, and receives the URL information of the information transmission server corresponding to the identification code from service server.